This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1.   (Previously Presented)   A method for a retailer to facilitate issuance of a digital license from a licensor to a customer for a corresponding piece of digital content, the method comprising:

receiving, by the retailer from the customer, payment for the license, the payment to be shared with the licensor in a pre-determined manner;

obtaining, by the retailer from the customer, customer-based information;

composing, by the retailer, an actual license request including the obtained customer-based information, and including retailer-based information identifying the retailer to the licensor and acknowledging to the licensor that the retailer owes a portion of the received payment to the licensor;

forwarding, by the retailer to the licensor, the actual license request, and

issuing the digital license to the customer;

wherein the customer has a digital rights management (DRM) system to ensure that the content is rendered in accordance with the license,

wherein obtaining the customer-based information comprises:

delivering, by the retailer to the customer, a dummy package having license acquisition information containing a site identifier for an interposing site controlled by the retailer, the dummy package absent any functional portion of the corresponding piece of digital content;

delivering, by the retailer to the customer, a controller that can control the DRM system of the customer, wherein such controller directs such DRM system to send a dummy license request to the site identifier for the interposing site controlled by the retailer according to the license acquisition information in the dummy package; and

receiving, by the retailer at the interposing site from the customer, the dummy license request including customer-based information, and

wherein composing the actual license request comprises modifying, by the retailer, the dummy license request to add the retailer-based information.

2.   (Original)   The method of claim 1 wherein the customer has a digital rights management (DRM) system to ensure that the content is rendered in accordance with the license, the method comprising obtaining the customer-based information by a request directed to the DRM system of the customer.

3.   (Original)   The method of claim 2 comprising obtaining the customer-based information by delivering a controller to the customer that directs the DRM system of the customer to send the customer-based information to the retailer.

4.   (Canceled)

5.   (Previously Presented) The method of claim 1 wherein the dummy license request contains a content ID identifying the dummy package, the method comprising modifying the dummy license request to change the content ID to a content ID identifying an actual package having actual content corresponding to the to-be-issued license.

6.   (Previously Presented)   The method of claim 1 comprising receiving the dummy license request including customer information comprising a customer secret.

7.   (Previously Presented)   The method of claim 1 comprising delivering a controller that directs the DRM system to send a license request for the dummy package by commanding that the dummy package be played.

8.   (Previously Presented)   The method of claim 1 wherein delivering the controller comprises downloading such controller to the customer.

9.   (Original)   The method of claim 8 wherein delivering the controller comprises downloading such controller to the customer as part of a page such as an HTML web page.

10.   (Cancelled)

11.   (Previously Presented)   The method of claim 1 comprising delivering, to the customer, a dummy package having no corresponding license, wherein the sending of the dummy license request results at least in part from the lack of a corresponding license.

12.   (Original)   The method of claim 1 comprising forwarding the actual license request to a license server.

13.   (Original)   The method of claim 1 comprising composing the actual license request to include retailer-based information comprising a retailer ID identifying the retailer.

14.   (Original)   The method of claim 1 comprising composing the actual license request to include retailer-based information comprising a secret that proves to the licensor that the retailer actually authorized issuance of a license by such licensor.

15.   (Original)   The method of claim 1 further comprising receiving, from the customer, a selection of the content.

16-22   (Canceled)

23.   (Previously Presented)   A computer having computer-executable instructions thereon for allowing a retailer to facilitate issuance of a digital license from a licensor to a customer for a corresponding piece of digital content, the instructions comprising modules including:
        a first module receiving, by the retailer from the customer, payment for the license, the payment to be shared with the licensor in a pre-determined manner;
        a second module obtaining, by the retailer from the customer, customer-based information;
        a third module composing, by the retailer, an actual license request including the obtained customer-based information, and including retailer-based information identifying

the retailer to the licensor and acknowledging to the licensor that the retailer owes a portion

of the received payment to the licensor; and

a fourth module forwarding, by the retailer to the licensor, the actual license request,

wherein the customer has a digital rights management (DRM) system to ensure that

the content is rendered in accordance with the license, the second module obtaining the

customer-based information comprising:

a first sub-module delivering, by the retailer to the customer, a dummy package

having license acquisition information containing a site identifier for an interposing site

controlled by the retailer, the dummy package absent any functional portion of the

corresponding piece of digital content;

a second sub-module delivering, by the retailer to the customer, a controller that can

control the DRM system of the customer, wherein such controller directs such DRM system

to send a dummy license request to the site identifier for the interposing site controlled by the

retailer according to the license acquisition information in the dummy package; and

a third sub-module receiving, by the retailer at the interposing site from the customer,

the dummy license request including customer-based information, and

the third module composing the actual license request by modifying, by the retailer,

the dummy license request to add the retailer-based information.

24.   (Original)   The computer of claim 23 wherein the customer has a digital

rights management (DRM) system to ensure that the content is rendered in accordance with

the license, the second module obtaining the customer-based information by a request

directed to the DRM system of the customer.

25.   (Original)   The computer of claim 24 wherein the second module obtains

the customer-based information by delivering a controller to the customer that directs the

DRM system of the customer to send the customer-based information to the retailer.

26.   (Canceled)

27.   (Previously Presented)   The computer of claim 23 wherein the dummy license request contains a content ID identifying the dummy package, the third module modifying the dummy license request to change the content ID to a content ID identifying an actual package having actual content corresponding to the to-be-issued license.

28.   (Previously Presented)   The computer of claim 23 wherein the first module receives the dummy license request including customer information comprising a customer secret.

29.   (Previously Presented)   The computer of claim 23 wherein the second sub-module delivers a controller that directs the DRM system to send a license request for the dummy package by commanding that the dummy package be played.

30.   (Previously Presented)   The computer of claim 23 wherein the second sub-module delivers the controller by downloading such controller to the customer.

31.   (Original)   The computer of claim 30 wherein the second sub-module delivers the controller by downloading such controller to the customer as part of a page such as an HTML web page.

32.   (Cancelled)

33.   (Previously Presented)   The computer of claim 23 wherein the second sub-module delivers, to the customer, a dummy package having no corresponding license, wherein the sending of the dummy license request results at least in part from the lack of a corresponding license.

34.   (Original)   The computer of claim 23 wherein the fourth module forwards the actual license request to a license server.

35.   (Original)   The computer of claim 23 wherein the third module composes
the actual license request to include retailer-based information comprising a retailer ID
identifying the retailer.

36.   (Original)   The computer of claim 23 wherein the third module composes
the actual license request to include retailer-based information comprising a secret that proves
to the licensor that the retailer actually authorized issuance of a license by such licensor.

37.   (Original)   The computer of claim 23 further comprising a fifth module
receiving, from the customer, a selection of the content.

38-44   (Canceled)

45.   (Previously Presented)   A computer-readable medium having computer-
executable instructions thereon for allowing a retailer to facilitate issuance of a digital license
from a licensor to a customer for a corresponding piece of digital content, the instructions
comprising modules including:
        a first module for receiving, by the retailer from the customer, payment for the
license, the payment to be shared with the licensor in a pre-determined manner;
        a second module for obtaining, by the retailer from the customer, customer-based
information;
        a third module for composing, by the retailer, an actual license request including the
obtained customer-based information, and including retailer-based information identifying
the retailer to the licensor and acknowledging to the licensor that the retailer owes a portion
of the received payment to the licensor; and
        a fourth module for forwarding, by the retailer to the licensor, the actual license
request by which the licensor issues the digital license to the customer,
        wherein the customer has a digital rights management (DRM) system to ensure that
the content is rendered in accordance with the license, the second module obtaining the
customer-based information comprising:

a first sub-module for delivering, by the retailer to the customer, a dummy package

having license acquisition information containing a site identifier for an interposing site

controlled by the retailer, the dummy package absent any functional portion of the

corresponding piece of digital content;

a second sub-module for delivering, by the retailer to the customer, a controller that

can control the DRM system of the customer, wherein such controller directs such DRM

system to send a dummy license request to the site identifier for the interposing site

controlled by the retailer according to the license acquisition information in the dummy

package; and

a third sub-module for receiving, by the retailer at the interposing site from the

customer, the dummy license request including customer-based information, and

the third module composing the actual license request by modifying, by the retailer,

the dummy license request to add the retailer-based information.

46.   (Original)   The medium of claim 45 wherein the customer has a digital

rights management (DRM) system to ensure that the content is rendered in accordance with

the license, the second module obtaining the customer-based information by a request

directed to the DRM system of the customer.

47.   (Original)   The medium of claim 46 wherein the second module obtains

the customer-based information by delivering a controller to the customer that directs the

DRM system of the customer to send the customer-based information to the retailer.

48   (Canceled)

49.   (Previously Presented)   The medium of claim 45 wherein the dummy

license request contains a content ID identifying the dummy package, the third module

modifying the dummy license request to change the content ID to a content ID identifying an

actual package having actual content corresponding to the to-be-issued license.

50.   (Previously Presented)   The medium of claim 45 wherein the first
module receives the dummy license request including customer information comprising a
customer secret.

51.   (Previously Presented)   The medium of claim 45 wherein the second
sub-module delivers a controller that directs the DRM system to send a license request for the
dummy package by commanding that the dummy package be played.

52.   (Previously Presented)   The medium of claim 45 wherein the second
sub-module delivers the controller by downloading such controller to the customer.

53.   (Original)   The medium of claim 52 wherein the second sub-module
delivers the controller by downloading such controller to the customer as part of a page such
as an HTML web page.

54.   (Cancelled)

55.   (Previously Presented)   The medium of claim 45 wherein the second
sub-module delivers, to the customer, a dummy package having no corresponding license,
wherein the sending of the dummy license request results at least in part from the lack of a
corresponding license.

56.   (Original)   The medium of claim 45 wherein the fourth module forwards
the actual license request to a license server.

57.   (Original)   The medium of claim 45 wherein the third module composes
the actual license request to include retailer-based information comprising a retailer ID
identifying the retailer.

58.   (Original)   The medium of claim 45 wherein the third module composes the actual license request to include retailer-based information comprising a secret that proves to the licensor that the retailer actually authorized issuance of a license by such licensor.

59.   (Original)   The medium of claim 45 further comprising a fifth module for receiving, from the customer, a selection of the content.

60-66 (Canceled)